

# IMPROVING SERVICE QUALITY GAP THROUGH CUSTOMER SATISFACTION IN SCHOOL OF POSTGRADUATE STUDIES

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To my beloved husband, Yousef, thank you for always being there for me and encouraging me to be the best that I can be. I dedicate this thesis to my lovely parent. I hope that this achievement will complete the dream that you had for me all those many years ago when you chose me to give the best education you could.

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## **ABSTRACT**

Customer satisfaction and service quality are important concepts to academic researchers studying consumer evaluations and to practitioners as a means of creating competitive advantages and customer loyalty. The aim of this study was improving service quality gap through customer satisfaction in SPS unit in UTM. Service quality gaps are the difference between customer expectation and customer perception. Measuring gaps are the first step in enhancing customer satisfaction. SPS as a service provider, meets a big challenge in satisfy a large number of students as the number of students increase every year. There is a significant gap in the entire dimension in service quality model for SPS. The method that used for investigating service quality gap was revised SERVQUAL model. This model includes five dimensions, tangible, systemization, service core, social responsibility and human element. The data collection instrument was questionnaire. The question's of questionnaire was according to factor of revised SERVQUAL model. The result indicated that there are significant gap among dimensions of this model. Service core dimension has biggest gap among other dimensions, systemization is afterward the big gap with short difference. In general, there is low customer satisfaction among student because of gaps in service quality gap. Proposed model after finding gaps and offered solution to minimize the service quality gap. Increase number of staff, training student and staff, increase working time and increase service capacity upgrade are solution to minimize the gaps in SPS.

## ABSTRAK

Kepuasan pelanggan dan kualiti perkhidmatan adalah konsep-konsep penting kepada penyelidik akademik dalam mengkaji penilaian pengguna dan kepada pengamal-pengamal sebagai satu cara meningkatkan kelebihan kompetitif dan kesetiaan pelanggan. Tujuan kajian ini ialah memperbaiki jurang kualiti perkhidmatan melalui kepuasan pelanggan di unit SPS, UTM. Jurang kualiti perkhidmatan merupakan perbezaan di antara jangkaan pelanggan dan persepsi pelanggan. Pengukuran jurang-jurang ini menjadi perkara pertama bagi meningkatkan kepuasan pelanggan. Sebagai penyedia perkhidmatan, SPS menghadapi cabaran besar untuk memberi kepuasan kepada kebanyakan pelajar kerana jumlah pelajar bertambah setiap tahun. Wujud jurang yang signifikan pada dimensi keseluruhan model kualiti perkhidmatan kepada SPS. Kaedah yang telah digunakan bagi mengkaji jurang kualiti perkhidmatan ialah model SERVQUAL yang telah disemak. Model ini mengandungi lima dimensi: nyata, sistematis, perkhidmatan teras, tanggungjawab sosial dan elemen kemanusiaan. Instrumen pengumpulan data ialah soal selidik. Soalan-soalan yang diberi adalah berdasarkan model SERVQUAL yang telah disemak. Dimensi perkhidmatan teras mempunyai jurang terbesar berbanding dimensi yang lain, diikuti sistematis yang mempunyai jurang yang besar dengan perbezaan yang pendek. Secara umumnya, wujud kepuasan pelanggan yang rendah dikalangan pelajar kerana jurang-jurang di dalam kualiti perkhidmatan. Model ini telah dicadangkan selepas mengenalpasti jurang-jurang dan mengesyorkan penyelesaian bagi mengurangkan jurang kualiti perkhidmatan. Penambahan staf, memberi latihan kepada para pelajar dan staf, peningkatan waktu perkhidmatan serta penambahbaikan kapasiti perkhidmatan adalah antara perkara yang boleh membantu mengurangkan jurang-jurang tersebut di SPS.